

# Rockville: YOU To Be Where We Want

FISCAL YEAR 2006

CITY OF ROCKVILLE ANNUAL REPORT



## A Message from the City Manager

The past year has been one of major accomplishments in our City. We have taken significant steps to solidify our fiscal health, maintain and improve our excellent basic services and prepare

for the opening of Phase I of the new Rockville Town Center.

It has been a year of great strides toward maintaining and enhancing the outstanding quality of life we enjoy in our community.

Throughout FY 2006, the Mayor and Council worked toward changes that will help shape Rockville for decades.

These efforts are being noticed within, and well beyond, our immediate community. We take much pride in the recent assessment by *Money Magazine* that ranks Rockville as the 26th "Best Place to Live" in the United States.

In planning for the future, while also strengthening current services, the Mayor and Council adopted a balanced budget for FY 2007 that provides tax relief through an expanded Low-income Homeowners' Tax Credit Program and a reduction of one-cent per \$100 of assessed value in the property tax rate. We studied more efficient ways to collect refuse and recyclables, and implemented a nine-month pilot program with 778 households that will conclude in January. We addressed deficits in our water and sewer enterprise funds and restructured our rates with a new tiered payment plan that will encourage water conservation.

In spring of 2005, the Mayor and Council established goals for their current term and beyond. They did this by projecting how Rockville would look in the Year 2020. They adopted two-year objectives to guide activities in the near term.

This annual report describes how the City is set up to work toward attaining the goals of these visions.

Two significant guides rooted in FY06 will define a path toward these visions. In 2005, the Mayor and Council passed one of the area's strongest Adequate Public Facility Ordinances, which will require specified facilities be in place before permission is granted to build new developments. The Mayor and Council, working with the Department of Community Planning and Development Services, also began the two-year process of updating and revising the City's Zoning Ordinance.

New programs approved during the current year include a "pay-for-performance" program for the City's administrative employees; a reorganization of the former Department of Community Services; and a five-year business plan to restore the financial stability of RedGate Golf Course. Also implemented were several emergency notification plans that will better help protect our residents.

The residential and business communities of Rockville continue to grow in a strong way. Rockville is now the third largest city in Maryland. We must continue to manage the way we grow. We must continue to plan for our future. And we must do these things while also continuing to deliver the outstanding quality of life our residents deserve and rightfully expect.

Sincerely,

Scott Ullery,  
Rockville City Manager

## 'Best Places to Live' in the U.S.: Rockville No. 26

*Money Magazine*, one of the nation's most respected financial publications, publishes an annual list of the "Best Places to Live" in the United States. In the most recent edition of this list of the Top 100 communities, which is based on significant data and analysis, Rockville is rated a very impressive No. 26.

This is the first time Rockville has made the list. The criteria starts with communities that have populations exceeding 50,000, and in the latest official U.S. Census of 2000, Rockville's population is 47,388. However, Maryland statewide population estimates are issued between the Census, which is conducted every 10 years. In the most recent estimate, Rockville's

population was estimated at 57,100, making it the third-largest city in the state—and eligible for consideration in the *Money Magazine* rankings.

Rockville was one of only two Maryland communities to make the 2006 list. The area listed as "Columbia/Ellicott City" was No. 4 overall.

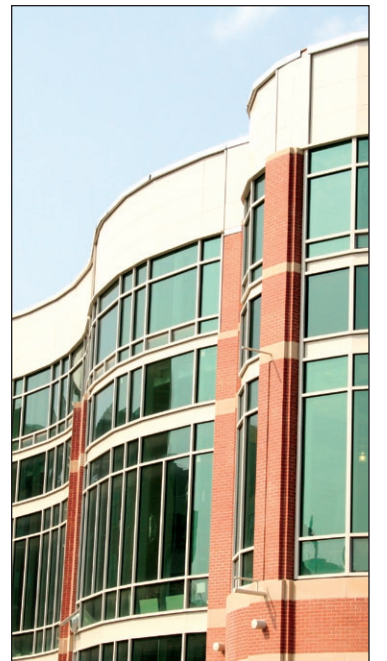
"We are very proud of this recognition, which reflects the great quality of life overall that we have in Rockville," said Rockville Mayor Larry Giammo. "It also shows that our City is headed in the right direction. It is an honor that is a tribute to everyone in our community working toward making Rockville a better place to live."

*Money Magazine* said it works with data provider "OnBoard" of New York and consultant Bert Sperling of "BestPlaces.net" to gather information on "livable locales that combine the best of city and suburban life."

Final rankings were determined by economic opportunity, taking into account income, job growth and affordability, quality-of-life indicators (including risk of violent crime and property crime, quality of public schools, arts and leisure, park space and incidence of stress-related ailments) and "ease of living" gauges such as commute times, divorce rates, population density and weather.



The Rockville Town Square development in Rockville's Town Center is taking shape. Above are images taken in July. The first buildings are scheduled to open in late 2006.



## Town Center: Approaching Where Everyone Will Want To Be

For the first half of Fiscal Year 2006, the steel and concrete were emerging from the ground in downtown Rockville. In the spring and summer, building facades, streetscapes and other amenities took shape.

Not long away: The opening of Rockville Town Square.

Rockville Town Square is the eagerly awaited community of shops, restaurants, residences and offices that is part of the 12.5 acres that compose Phase I of Rockville Town Center. In addition to being Montgomery County's newest address for entertainment as well as luxury and moderately priced condominiums, the new streetscape will serve as an attractive center of culture and arts.

The formal grand opening of Rockville Town Square is scheduled for spring of 2007. However, the first parts of the development will open in the fall of 2006.

The new Rockville Library, which will be the largest library in the Montgomery County system, will be the first public building to open. One public parking garage and the public plaza also will open in the fall. The first residents of the 644 Town Square condominiums will move in during the winter.

The Rockville Arts and Innovation Center will contain the Metropolitan Center for the Visual Arts at Rockville (formerly Rockville Arts Place) and a new business incubator managed by Montgomery County.

The outdoor dining areas along wide sidewalks will help create an urban atmosphere while continuing Rockville's "small town" feel. Town Center will be easily accessible from the Rockville Metro Station and Rockville Pike.

Rockville Town Square will be much more than an entertainment and residential district. The plaza was designed to be a gathering place for residents throughout the City, who will be welcomed by benches, intriguing artwork and the return of a longtime favorite: The Rockville Growers Only Saturday Farmers' Market.

With something for all ages and tastes, Town Square will be the vibrant place everyone wants to be.





## Mayor and Council in FY06

Voters took part in the 60th Rockville City Election in November 2005. Mayor Larry Giammo (seated) and the three incumbent members of the City Council seeking reelection—(standing, left to right) Bob Dorsey, Susan Hoffmann and Anne Robbins—were re-elected. Phyllis Marcuccio (far right) won her first term in office. The results meant that for the first time since Rockville began holding elections in 1860, women form the majority of the five-member Mayor and Council.

## Highlights for FY 2006

### Adequate Public Facilities Ordinance

Rockville now has one of the strongest approaches in the Washington metropolitan area in regard to regulating future growth as a result of the Adequate Public Facilities Ordinance that was adopted by the Mayor and Council on Nov. 1.

The regulations limit construction of new developments unless adequate facilities will be available to serve the new projects.

The major standards addressed by Rockville's APFO are school capacity, traffic, fire and rescue and essential core facilities (such as water and sewer).

### One Cent Tax Cut

Rockville's Mayor and Council in June unanimously adopted the Fiscal Year 2007 Operating Budget and Capital Improvements

Program (CIP) that provided tax relief for property owners by lowering the City property tax rate by one cent per \$100 of assessed value.

The last time the City lowered the tax rate was for the FY2000 budget.

### Homeowners' Tax Credit Program

More than 300 Rockville residents who signed up for a new City of Rockville tax credit program in FY 2006 received reimbursement checks from the City.

The Rockville Homeowners' Property Tax Credit program, approved by the Mayor and Council in the FY 2006 budget, supplements the State of Maryland Homeowners' Property Tax Credit program that al-

lows credits against the homeowner's property tax bill by setting a limit on the amount of property taxes any homeowner must pay based upon his or her income.

An expanded program that will allow more residents to be eligible for credits was approved for FY 2007.

### Refuse and Recycling Pilot Program

The Mayor and Council approved a nine-month pilot program for 778 households in the City's Hungerford

and Monument neighborhoods to test semi-automated, once-per-week, curbside only refuse and recycling pickup.

The pilot program will evaluate



A semi-automated collection method is being tested.

how Rockville can increase cost-effectiveness, customer satisfaction, neighborhood cleanliness and recycling while reducing missed collections and worker injuries. The pilot program will run from March 2006 through January 2007.

### Thomas Farm Community Center

The Mayor and Council have been strong supporters of building a Rockville community center west of I-270.

That vision came to fruition as a result of working with City residents to develop plans for the new Thomas Farm Community Center.

The new community center will be located in the Fallsgrove neigh-

borhood. Plans call for the center to include a gymnasium, two multi-purpose rooms, a fitness center, game room, locker rooms, a kitchenette, offices and storage space.

The center is expected to open in 2008.



A statue of flying books is coming to Town Center.

### Art Projects for Town Center

The Mayor and Council on June 12 unanimously approved awards for five art projects that will enhance the Rockville Town Square develop-

ment, which is Phase I of Rockville Town Center.

Proposals for four additional projects in Town Square will be considered in FY 2007.

## Rockville in 2020 and Associated Priorities for '06-'08

It is tradition for members of the Mayor and Council to set priorities for the City at the beginning of their term. In addition, the 60th Rockville Mayor and Council also created a detailed "Vision of Rockville in 2020." A complete document was published in the June 2006 edition of Rockville Reports and is available on the City's Web site [www.rockvillemd.gov](http://www.rockvillemd.gov).

### A DISTINCTIVE PLACE

Successful cities possess a strong sense of place. Rockville's sense of place is the product of a unique eclectic community tapestry integrating tradition, continuity and renewal.

Located within the vast and dynamic metropolitan area adjacent to the nation's capital, Rockville in 2020 has successfully distinguished itself as a vibrant small city that combines a rich historical heritage, small town charm, urbane progressiveness and an international flavor.

#### Priorities:

- Bring a Science Center to the City
- Develop and pursue a strategy to take possession of the Lincoln High School in East Rockville and the Red Brick Courthouse and Old Post Office located in Town Center
- Identify properties eligible for historic designation and pursue a reasonable strategy to preserve properties worthy of designation

### A CITY OF NEIGHBORHOODS

From its historic 19th century neighborhoods, through its various 20th century suburban subdivisions and multi-unit residences, and continuing through its early 21st century redeveloped mixed-use neighborhoods, in Rockville in 2020 run the common threads of community identity, adaptability and diversity. Rockville has retained and strengthened its hometown feel while its boundaries have expanded, and its population has increased in size and diversity.

#### Priorities:

- Address property maintenance issues, with particular emphasis on rental houses
- Review affordable housing programs and explore options for improved programs
- Establish regulations to ensure the compatibility of new construction with existing structures
- Establish local loop shuttle service to connect neighborhoods with Town Center and the Rockville Metro Station

### COMMUNICATION AND ENGAGEMENT

In Rockville in 2020, there is a wide range of avenues through which citizens engage in civic and community life. These opportunities include involvement in neighborhood and homeowners' associations, nonprofit organizations and voluntary associations of all types, philanthropic campaigns and the



Rockville City Hall proudly displays the flags of our nation, state, county and city.

City government. Rockville encourages and practices two-way communication with its citizens, and provides meaningful and effective opportunities for all citizens to participate in the decisions that shape the community.

#### Priorities:

- Develop and implement a comprehensive City government communications strategy, with particular emphasis on strengthening citizen awareness and involvement, and responsiveness to citizen input
- Review and analyze the City's system for selecting members of boards and commissions, how boards and commission are

utilized and the quality of their involvement

### AN EXCEPTIONAL BUILT ENVIRONMENT

The quality of a city's built environment is fundamental to the community's overall quality of life.

In 2020, Rockville has become a model for other communities in terms of the quality of its development. This has been achieved by holding development and redevelopment projects to high standards that are codified in the City's innovative zoning ordinance and other land use regulations.

#### Priorities:

- Develop a framework and inventory of practices that will move Rockville toward being a sustainable, energy saving and environmentally sensitive community
- Complete the rewriting of the City Zoning Code
- Complete master planning for Twinbrook Station area, Rockville Pike and Stonestreet Avenue

### BALANCED GROWTH

Growth is sustainable only when there is sufficient infrastructure to support it.

In Rockville in 2020, the requisite physical infrastructure of major utilities, transportation systems, schools and many other facilities has been provided and maintained by a multitude of public and private entities.

#### Priorities:

- Develop a strategy of incentives and requirements for the private sector to provide all infrastructure, including school capacity, needed to support new development and redevelopment
- Complete a comprehensive analysis of infrastructure investments needed over the next decade and develop options for funding them

### FISCAL STRENGTH

Only a fiscally strong city government can maintain the public infrastructure and provide the variety of high quality municipal services required to sustain a superior quality of life for the community, and can do so despite local and regional financial disruptions, and other demands that are placed on it.

Rockville in 2020 generates sufficient revenues to meet expenditures necessary to provide services required for the health, safety and welfare of the community, and that our citizens desire. The City does not incur deficits, maintains General Fund cash reserves of at least 15 percent and exhibits long-run solvency.

#### Priorities:

- Develop a tax relief strategy for the future that reduces the residential property tax burden and restructures the ratio of residential and commercial tax revenue
- Review enterprise funds and take actions necessary to make them self sufficient
- Provide a limited amount of free parking in Town Center to each Rockville household



# A Growing City: Development in Rockville

The City of Rockville continued to see significant development in FY06. Below is an overview and map of areas planned for development or under construction in Rockville:

## Rockville Town Square

Rockville Town Square is the eagerly awaited community of shops, restaurants, residences and offices in Phase I of Rockville Town Center, in addition to being Montgomery County's newest address for entertainment, shopping and condominiums. The new public plaza and streetscape will serve as an attractive gathering place.

The first building to open in late fall 2006, will be the Rockville Library, the largest library in the Montgomery County system. The Rockville Arts and Innovations Building will contain the Metropolitan Center for the Visual Arts at Rockville (formerly Rockville Arts Place) and a new business incubator run by Montgomery County.

"Windows on Rockville Town Square" is 644 condominiums that are atop the shops and restaurants in Town Square. The project will include 96 Moderately Priced Dwelling Units (MPDU).

## Legacy at Lincoln Park

The "Legacy at Lincoln Park" will be Rockville's newest mixed-income residential development that will establish a national model for redevelopment of public housing.

Legacy is a public-private partnership involving Rockville Housing Enterprises (RHE), the City's independent agency for public housing, and developer Mid-City Urban, LLC. Legacy is entirely privately financed. It will become the nation's first redevelopment of a public housing site that does not use federal, state or city funds. All of the units will be owner-occupied.

The 60-unit complex targets individuals and families of mixed incomes. The 5.4-acre development will have 53 townhouses and seven single-family homes on the property previously occupied by the 65-unit Lincoln Terrace public housing complex.

## Upper Rock

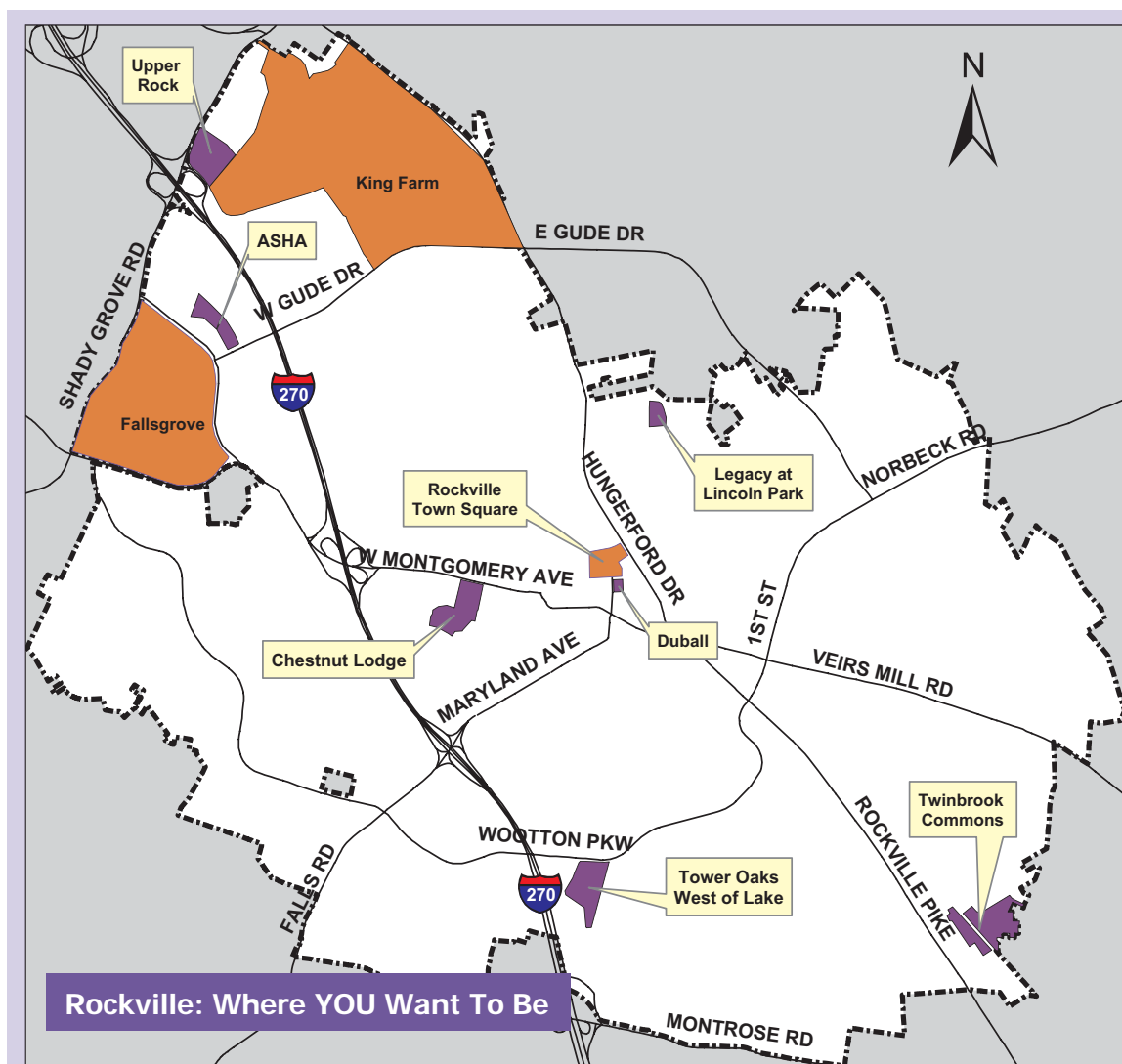
The Upper Rock District will be a mixed-use proposal that includes reviving an obsolete office building in northeast Rockville by converting it to trendy loft living.

The community will feature 844 multi-family living units including 106 moderately priced units primarily for senior citizens.

It will have easy access to the Shady Grove Metro Station. It will have 245,336 square feet overall of office space (238,086 square feet already exist in a recently built office building); 7,250 square feet of service retail space; and 9,000 square feet devoted to restaurants.

The project's northern border will be Shady Grove Road. Its southern border will adjoin the King Farm Development, which has gained a reputation as a progressive planned community.

Key elements of the plan include retention of the existing office



**ON THE GROW...** Rockville continued to be a city growing to meet the needs of its residents and the business community. The King Farm and Falls Grove mixed-use developments are nearing completion and are viewed as national models of success. Developments planned for the future (noted in purple) each include a variety of exciting possibilities.

building and the conversion of the existing office building at 3 Choke Cherry Road to residential units.

## Tower Oaks/ West of Lake

"West of Lake" in the Tower Oaks area of Rockville will be an office-hotel complex whose concept plan was originally approved in 1987.

The project will include a nine-story (198,000-square-foot) office building, a 300-room hotel, a 75,000-square-foot Club Fitness health club and a banquet/ballroom facility. The hotel will include 200 traditional guest rooms and 100 "hotel residences" that will be owned by individuals.

## Chestnut Lodge

The Mayor and Council have approved the first step in a redevelopment plan for the remaining section of the Chestnut Lodge property, which is a 20.4-acre site along West Montgomery Avenue that was once home to one of the nation's foremost psychiatric hospitals.

The proposed development would include 36 new single-family homes with detached garages, as well as seven condominium units in the historic hotel building. The proposed development will retain many of the historic features of the property. Three historic houses, including Freida's Cottage, will be rehabilitated and preserved.

## Twinbrook Commons

Twinbrook Commons will be a 26-acre development of multi-family

residences, retail, restaurants and offices in the southern part of the City. Located next to the Twinbrook Metro station, the overall plan calls for 325,000 square feet of office space, 220,000 square feet of retail/restaurant space and 1,595 residential units.

Originally, 17 acres of the development were in Montgomery County, with the remainder of the 26 acres in Rockville. The City agreed to annex the land in the county so the

condominiums, restaurants with sidewalk dining and retail stores in Rockville Town Center. The development is planned for the current parking lot across from the Regal Cinemas and restaurants on East Montgomery Avenue.

## Falls Grove

Two recent approvals for office buildings in Falls Grove will become the home of two major nonprofit groups.



**The main building of what once was one of the foremost psychiatric hospitals in the nation will be turned into condominiums as part of the Chestnut Lodge development.**

project can be developed under a single development plan.

## Akridge Becomes Duball

The Duball Company has bought from the Akridge Development Company the mixed-use plan of 485

The Jewish Social Service Agency (JSSA) will occupy a 31,000 square-foot office building at Woodhill Road and Route 28. The American Speech Language and Hearing Association (ASHA) is constructing a 133,870 square-foot

building on Research Boulevard as its new headquarters. Its current location is on Route 355 across from the Strathmore Mansion.

## King Farm

A new 237,000 square foot, six-story office building is under construction in the King Farm Irvington Center area of the community. The building will feature ground floor retail with offices above. The building design is consistent with other buildings around it.

Ingleside, a three-building complex for seniors, is in the process of being approved. The first building to be constructed is planned for King Farm Boulevard and will consist of senior housing, independent living areas and a nursing facility. Construction is expected to begin in late 2006 or early 2007.

A new Sheraton Hotel on Redland Boulevard is nearly complete. The 155-room facility also features a pool and a restaurant.

## Preserving City Traditions: Neighborhood Plans Take Shape

The City took steps in FY 2006 to work with residents in the Lincoln Park and Twinbrook neighborhoods to develop plans for those areas that would guide future development, preserve character and improve transportation.

Having a long-term plan for Lincoln Park is crucial because it is near the new Rockville Town Center that is currently under construction. Twinbrook is neighbor to the major new Twinbrook Commons development.

In addition, the City continued to work toward updating the Rockville Pike plan, which focuses on the commercial area on Route 355 from Richard Montgomery Drive south to the City limits near Rollins Avenue.

The Rockville Pike Plan, which was last updated in 1989, guides development in the area along Rockville Pike south of Town Center, including the Twinbrook Metro station vicinity. The plan is being updated to address urban design, transportation and land use issues in the corridor.

## Zoning Revision

In January 2006, Rockville began a major project to bring its zoning regulations up-to-date and make them easier to understand.

The City's Department of Community Planning and Development Services drafted several white papers that provided a detailed look at major issues related to the new zoning code. In addition, the City worked with a task force of citizens that helped draft an outline of the new code. The project will continue into 2007.





## Hometown Holidays Is Favorite Event

A survey conducted June through August 2005 on the City Web site and in *Meter Reader* (the City's water bill insert) found that "Hometown Holidays," the City's annual Memorial Day Weekend celebration, is the public's favorite Rockville event.

The survey found that 44 percent of all respondents ranked Hometown Holidays as their favorite event. The Independence Day fireworks celebration came in second with 30 percent and the Memorial Day Parade and Rockville Arts and Music Festival tied for third at nine percent.

## Concert Band's First 'Patio Performances'

Rockville's time-honored Concert Band, which for five decades has been recognized as one of the top community bands in the Washington metropolitan area, in 2005 performed its first summer of "Patio Performances" at Rockville Civic Center Park with concerts in July and August.

These outdoor performances on the patio of the F. Scott Fitzgerald Theatre provided a casual and relaxing atmosphere where people could bring lawn chairs and food and listen to the music. The band also invited college-aged or older musicians to sit-in with the band during these performances.

## FSF Literary Conference 10th Anniversary

The F. Scott Fitzgerald Literary Conference celebrated its 10th anniversary on Oct. 22, with "The Prince of Tides" author Pat Conroy being honored with the F. Scott Fitzgerald Literary Award for Outstanding Achievement in American Literature.

Conroy was added to a list of impressive writers honored over the years for their achievement in American literature, including William Styron, John Barth, Joyce Carol Oates, E.L. Doctorow, Norman Mailer, Ernst J. Gaines, John Updike, Edward Albee and Grace Paley.

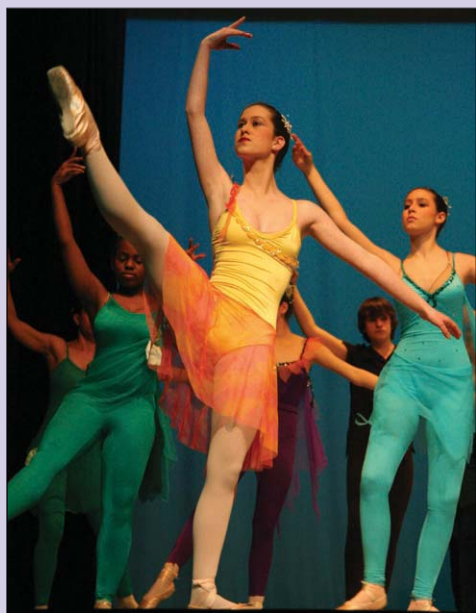
The F. Scott Fitzgerald Conference is one of the Mid-Atlantic Region's most significant literary events of the year. This celebration featured workshops at which writers had the opportunity to have their work critiqued by accomplished authors in specialty fields including poetry, children's literature, fiction and non-fiction.

## 'One Bead at a Time' Hurricane Katrina Relief Fundraiser

Rockville's "One Bead at a Time" campaign raised \$1,500 for the American Red Cross to benefit Hurricane Katrina victims at Rockville's Art and Music Festival in September and at the annual Rockville Antique and Classic Car Show in October.

# Getting Out And About In Rockville

Nearly every day there is something exciting happening in the City of Rockville. Rockville's eight high-quality recreation centers, more than 50 parks and gardens, emerging Town Center, F. Scott Fitzgerald Theatre, RedGate Golf Course, the Municipal Swim Center and Glenview Mansion combine to offer numerous unique and entertaining ways to spend time with friends and family. Throughout the year, Rockville creates a vibrant community through a multitude of electrifying special events and learning opportunities for people of all ages and interests. This page details a few highlights of how Rockville got out and about in FY 2006.



**FUN FOR ALL...** (Clockwise from left) The Rockville Civic Ballet performed "Firebird" at F. Scott Fitzgerald Theatre. The Croydon Creek Nature Center celebrated a "bee-utiful" spring at its first festival. The dragon dance was a popular attraction at the 61st Annual Hometown Holidays. A canine citizen takes its annual dip to close the outdoor pool of the Rockville Swim Center. The Rockville Antique and Classic Car show drew thousands. Mothers and daughters dressed in high style for Twinbrook's Mother's Day Princess Tea Party. The unveiling of free wireless Internet service downtown.

More than \$1,000 in donations was collected for hurricane victims through the collection box at the Glenview Mansion Art Gallery from September through November and through donations from the "One Bead at a Time" campaign at the Rockville Art and Music Festival that exchanged Mardi Gras beads for donations.

Many attendees of the annual car show purchased pre-designed artwork and paintings created on site by Rockville Art League Artists with proceeds going to hurricane victims.

## 'International Walk to School Day'

Rockville's elementary schools joined schools around the world to celebrate "International Walk to School Day" on Oct. 5.

More than a dozen schools in Montgomery County, including Rockville's Meadow Hall, Beall and College Gardens elementary schools, took part in this celebration—along with 3,000 schools across the country.

The purpose of the day was to promote health, safety, physical activity and concern for the environment as well as to promote Rockville's local "Safe Routes to School" initiative.

## 'Out to Lunch Wednesday' Hailed Nonprofits

More than 30 nonprofit organizations were honored by the Rockville Chamber of Commerce, the Rockville business community and the City of Rockville's Human Services Advisory Commission at a special "Out to Lunch Wednesdays" event on Sept. 7 on East Montgomery Avenue in Rockville Town Center.

## Regal Row Received Wireless Internet Services

Free wireless Internet services became available in the area of Rockville Town Center's Regal Row businesses starting on Oct 5.

Mayor Larry Giammo and Councilmember Bob Dorsey joined Johnathan Walker, Sr., of the City's volunteer technology group, Rocknet, and Sally Sternbach, Executive Director of Rockville Economic Development, Inc., for the ceremony announcing the launch (photo far left).

## Nature Center Celebrated With Spring Festival

Rockville's Croydon Creek Nature Center celebrated spring with activities and an open house as part of the first ever "Spring Collage Festival" on May 7.

The festival provided fun for the whole family with free storytelling, face painting, music and a variety of demonstrations—including one by the Montgomery County Beekeepers. The activities provided an opportunity for attendees to color their own T-shirts and paint their own "Toad Abodes."

Local arts and crafts and native plants were available for sale.

— Compiled by Dana Kinker



# Neighborhoods: The Pride Of Rockville

They hold cookouts and pool parties, snowman building events and sledding contests. They volunteer countless hours on homeowners' association boards as well as City boards and commissions. Citizens in Rockville's more than 60 distinct and diverse neighborhoods take pride in creating an outstanding quality of life for those who live, work and play in the City.

Here are a few highlights of Rockville's neighbors and neighborhoods in FY 2006:

## Neighborhood Resources Program Strengthens Communications

The Neighborhood Resources Program supports and empowers neighborhood associations, as well as facilitates effective communication between the community and City government. Strong partnerships with neighborhoods improve City services and strengthen communities.

In FY06, the Neighborhood Resources Program offered the "Neighborhood Network Learning Series" and "Rockville Town Center Tours" to City residents. The group also annually conducts the City's popular Rockville University and Martin Luther King, Jr. Day celebration.

The "Neighborhood Network Learning Series" was a special one-day workshop, featuring topics including understanding Inspection Services and Code Enforcement, using technology to stay connected as a neighborhood, building community through neighborhood events and volunteerism and demystifying the process of amending association documents.

On June 3, more than 120 people attended special walking tours inside the fences of the construction site at the Rockville Town Square development. The Neighborhood Resources Program, in conjunction with Rockville's Department of Community Planning and Development Services, conducted the 45-minute tours, highlighting the features of the new Town Square development and its progress.

## Peerless Rockville Unveils City History

Peerless Rockville, the organization dedicated to preserving the City's history, hosted several events designed to highlight the City's rich history.

Peerless conducted four free, 45-minute tours of historic Rockville in September and October of 2005.

Residents visited various no-

table sites throughout the City, including the Beall-Dawson House and the Hungerford Tavern.

In conjunction with the Rockville Bicycle Advisory Committee, Peerless conducted a free bicycle ride of historic sites along Maryland Route 355 (Rockville Pike) from King Farm to the Montrose School on Sept. 25. The tour presented frequent stops, where Peerless Rockville volunteers explained the significant historic elements of Rockville Pike.

## Rockville Residents REAPing the Benefits From Donations

For years, Rockville's Department of Community Services, in partnership with Community Ministries of Rockville, has provided emergency assistance to residents through the Rockville Emergency Assistance Program (REAP).

Any City resident faced with imminent eviction, utility shut-off or any other documented financial emergency, is eligible to apply for REAP. The program can provide up to \$750 per year to help alleviate the resident's emergency.

The demands on the fund increased significantly in FY06 because of rising fuel, electricity and housing costs that affected many

## Did you Know?

**56** percent of Rockville citizens have completed at least some college.

**51** percent are married.

**\$7,728** is how much the average Rockville household spends on vacation yearly.

Source: Money Magazine's "2006 Best Places to Live"



**Students enjoy a wide variety of activities throughout the year at the Lincoln Park Community Center. The Center offers numerous programs and services.**

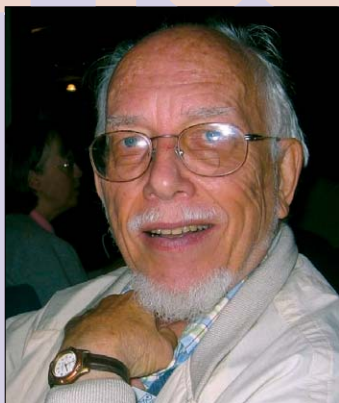
residents, especially those already struggling to meet their utility payments.

The City's Human Services

Advisory Commission launched a campaign to increase community contributions to the fund to help meet the rising demand.

# Meet these City of Rockville Neighbors

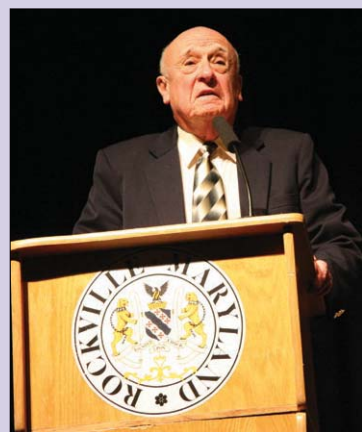
Rockville's neighborhoods are home to some remarkable individuals who make major contributions to the City's quality of life. The following tells the stories of some residents who made significant impacts in FY 2006.



## John Moser: Long Time Rockville Arts Supporter

A volunteer for the City of Rockville since 1960, John Moser (below) was recently honored for his community service efforts toward the arts with the 2005 Booz Allen Capital Open Arts and Humanities Volunteer Award for Excellence.

Moser spearheaded Rockville's modern involvement in the arts over the past 50 years. He created the Rockville Little



Theatre/Rockville Musical Theatre Consortium, operating since 1948. In 1965, he founded the Rockville Arts Council and served as its first president. He also was instrumental in establishing the Rockville Arts Place, now the Metropolitan Center for the Visual Arts.

In 1996, Moser founded the F. Scott Fitzgerald Literary Conference that presents an award to outstanding American authors.

As its principal author, Moser conceived the idea of a City Master Plan for the Arts.

For many of these activities, he was recognized by Rockville with its prestigious Lifetime Achievement in the Arts Award in 2000. In addition, Moser was presented the award at the 20th Annual Montgomery County Executive Ball for the Benefit of the Arts and Humanities in 2005.

## Wendy Aaronson: First Bicycle Commuter Winner

College Gardens resident Wendy Aaronson (top, right) won Rockville's First Annual Bicycle Commuter Award.

On Bike to Work Day 2006, Aaronson's name was randomly drawn from dozens of entries submitted in honor of those who regularly make their commute by bicycle in and around the City.

Aaronson began bicycling to



work during the oil crisis in 1979.

"At first it was a cost-saving measure," said Aaronson, "but now it is for mental health and staying physically fit. I use it as part of my schedule so it doesn't seem like I'm exercising or taking away from my personal time."

As the first winner of the award, Aaronson was presented with a new bicycle donated by TREK and Revolution Cycles.

## Third Annual Good Neighbor Awards

Rockville's Mayor and Council honored 14 residents on Aug. 1, 2005 with "Good Neighbor Awards."

For the past three years this program has recognized residents

who contribute to bettering their communities.

The individuals honored were: Robert Balkam (of the King Farm neighborhood), Doug Campbell (West End), Renee Canali (Twinbrook), Marvin Engel (Twinbrook), Donna Gentry (Fallsmead), Carol Hannaford (Twinbrook), Gregory Lawrence (Potomac Woods), Jackie Lawrence (Potomac Woods), Jeff Malone (RedGate Farms), Dave Oleska (Twinbrook), Chuck Paluch (West End), Robert Silva (King Farm), John Thompson (Orchard Ridge) and Joseph Timm (Twinbrook).

This program to salute those who improve the quality of life in their neighborhoods was created by the City's Neighborhood Resources Division. The honorees, who received plaques signifying their contributions, were nominated by other residents.

Honorees were selected for a variety of acts including helping displaced residents after an apartment fire; shoveling snow and cutting grass for neighbors who needed assistance; volunteering for organizations that help the homeless; checking on elderly residents following storms; officiating youth league baseball and basketball games; and organizing the drive to name a future City park after a young resident who touched many lives before he died of a rare muscular disease at age 13.

— Compiled by Kin Lai



# City Awards/Honors/Grants By Department

## City Manager's Office

- The City was awarded \$4 million earmark from the federal government from the transportation bill to be used for improvements to Baltimore Road to improve the connection to Town Center
- The State of Maryland approved \$1.5 million in funding for public improvements related to Town Center development.
- 3CMA (City-Council Communications and Marketing Association) recognized the City of Rockville's external newsletter *Rockville Reports* with a Circle of Excellence (third place nationally) Savvy Award
- 3CMA City-Council Communications and Marketing Association recognized the City of Rockville's first tree-free brochure "Croydon Creek Nature Center" with a Silver Circle (second place nationally) Savvy Award

## Information and Technology

- The Rockville Channel (TRC 11) received a first place NATOA award for "Summer Camps Spot," Public Service Announcement category
- The Rockville Channel (TRC 11) received a second place, NATOA award, for "Hi-Tech Patrol: Keeping Rockville Safe," Community Awareness category
- The Rockville Channel (TRC 11) received a third place, NATOA award, for "Every 15 Minutes," Documentary-Social Issues category
- The Rockville Channel (TRC 11) received an honorable mention, NATOA award, for "Mayor and Council Meetings," Public/Community Meetings category
- The Rockville Channel (TRC 11) received an honorable mention, NATOA award, for "Governor's Cabinet Meeting," Public Affairs category

## Human Resources

- The City of Rockville was recognized by The Greater Washington, D.C., Best Workplaces for Commuters Coalition for outstanding commuter benefits to employees, which improve health and quality of life for commuters.

## Police

- The "Every 15 Minutes" Program received a \$500 grant from the Allstate Foundation, a \$1,500 grant from Ron Brotman of Allstate Insurance, a \$300 grant from Courtesy Chrysler/JEEP, a \$500 grant from the Richard Montgomery PTSA and a \$100 grant from Michelle Lazerow
- Corporal Heath Marshall was named American Legion Regional/State Police Officer of the Year
- Recognized by the Crime Prevention Institute for Crime Prevention Community Outreach Programs
- Recognized by the Maryland Safety Belt Coalition for "Click It or Ticket Program"

## Public Works

- The Bicycle Friendly Community received an honorable mention from the League of American Bicyclists

## Finance

- "Distinguished Budget Presentation Award," from the Government Finance Officers Association for the 14th consecutive year for the Operating and Capital Improvements Program
- "Certificate of Achievement for Excellence in Financial Reporting" from the Government Finance Officers Association for the 16th consecutive year for the Comprehensive Annual Financial Report



**The Rockville Public Safety Awards in June honor uniformed officers and others for dedicated acts of service. With honored Rockville Police Officers Ryan Street and Michael Sullivan (forth and fifth from left) were, left to right, Rockville Police Chief Terry Treschuk, Mayor Larry Giammo and Councilmembers Anne Robbins, Phyllis Marcuccio and Bob Dorsey.**

## Recreation and Parks

- Tree City USA Award for the 17th consecutive year
- Maryland Community Forest Council PLANT Award
- Keep Montgomery County Beautiful Award of Excellence for the King Farm 12-acre park and Village Green
- Keep Montgomery County Beautiful beautification recognition for Mary Trumbo Park
- Arts Division received a \$23,000 grant from Maryland State Arts Council for arts programming
- Federal Transportation Enhancement Funds of \$647,489 were dedicated to support I-270 Pedestrian/Bike Bridge Project
- Rockville Senior Center was awarded a 2006 Program Award from the Maryland Association of Senior Centers for Excellence in Marketing for its Web site and brochure
- Rockville Montgomery Swim Club won the 2006 Maryland Long Course championship
- Maryland Recreation and Parks Association Agency Showcase awards were received for facility brochure, best of show, program logo and special event publication

## Community Services

- Montgomery County Department of Health & Human Services awarded \$65,378 for Youth Service Center
- Montgomery County Department of Health and Human Services awarded \$171,238 for the Linkages to Learning Program at Maryvale Elementary School
- Montgomery County Collaboration Council for Children, Youth and Families awarded \$35,437 for youth services
- Art Billings was awarded the Distinguished Service to Public Education award from the Montgomery County Public Schools Board of Education
- The RISE Program for substance abuse prevention received a \$1,500 grant from the Montgomery County Under 21 Activity Fund

— Compiled by Dana Kinker



**MAYOR**  
Larry Giammo

**COUNCILMEMBERS**  
Robert E. Dorsey  
Susan R. Hoffmann  
Phyllis R. Marcuccio  
Anne M. Robbins

**CITY MANAGER**  
Scott Ullery

**CITY CLERK/TREASURER**  
Claire E. Funkhouser

**CITY ATTORNEY**  
Paul T. Glasgow

**DEPUTY CITY MANAGER**  
Catherine Tuck Parrish

**DIRECTOR OF COMMUNITY PLANNING AND DEVELOPMENT SERVICES**  
Arthur D. Chambers

**DIRECTOR OF FINANCE**  
Gavin Cohen

**DIRECTOR OF INFORMATION AND TECHNOLOGY**  
Michael Q. Cannon

**DIRECTOR OF HUMAN RESOURCES**  
Richard J. Hajewski

**CHIEF OF POLICE**  
T.N. Treschuk

**DIRECTOR OF PUBLIC WORKS**  
Craig Simoneau

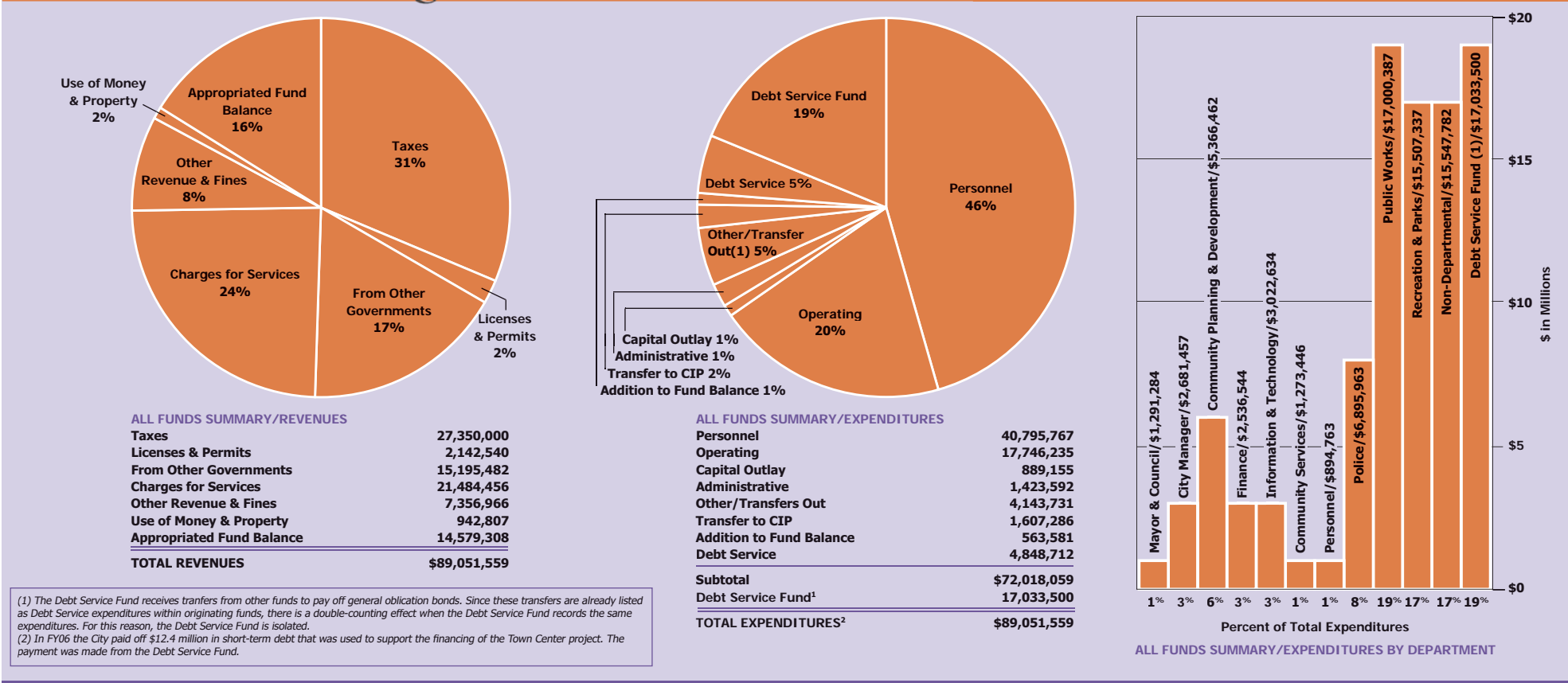
**DIRECTOR OF RECREATION AND PARKS**  
Burt Hall

**CITY OF ROCKVILLE MISSION STATEMENT**  
*We are a dedicated to enhancing the quality of life in Rockville by providing premium services in response to the needs of everyone who visits, works and lives in our city.*

City of Rockville  
111 Maryland Ave., Rockville, MD 20850  
240-314-5000 • [www.rockvillemd.gov](http://www.rockvillemd.gov)

# FY 2006 Budget At A Glance

Below are three charts summarizing City revenues and expenditures in FY 2006





# Rockville: Where YOU Want To Be For The Best In City Services And Safety

Rockville City employees strive to bring the best to their residents via several departments that work seamlessly together to ensure the highest possible quality of services. The following information recaps just a few of the new and improved City services that residents received during the past fiscal year.

## CITY MANAGER'S OFFICE

### ■ Human Rights Essay Contest

The City of Rockville's Human Rights Commission, together with the Rockville Mayor and Council, launched the first Rockville Human Rights Essay Contest for Rockville's high school juniors and seniors. The contest required students to write a 500-word essay addressing one of four topics on human rights.

The first place winner of a \$500 award was Shanna Sorrells, a Rockville High School student who wrote about her experience growing up deaf.

### ■ A High Performance Organization

The City's High Performance Organization initiative featured teams of employees tackling issues facing the City in FY06.

The Compensation and Rewards System Project Team provided a recommendation to the city manager and senior staff on a new pay-for-performance compensation system for administrative employees, which will go in effect for FY07.

The Recruitment/Hiring Practices Project Team identified a set of recruitment and hiring practices that will be used across the entire organization.

The Supervisory Training Project Team developed supervisory training procedures by researching best practices, available resources and employees' needs.

### ■ Customers Are No. 1 With City Employees

The City's Customer Service Action Team, a team of employees established in January 2005, is dedicated to ensuring that customer service remains at the forefront of everyone's mind in the City.

In addition to providing training and materials to employees in FY06, the team conducted the City's first secret shopper program (CSI: Rockville), where volunteers tested the responses of employees in various situations.

## COMMUNITY PLANNING AND DEVELOPMENT

### ■ 120 Historic Property Markers Distributed

In September 2005, Mayor Larry Giammo, Councilmember Bob Dorsey and former Councilmember John Hall, Jr., adorned in full period dress, marched up to the historic home at 300 Reading Avenue in East Rockville to give homeowners Carl and Lisa Bretscher the first plaque in the program that proudly identifies designated historic structures—and



**Mayor Larry Giammo and Councilmember Bob Dorsey display the City's first historic building marker.**

is visible for passersby to note the property's construction date.

The program has placed plaques on about 120 properties. This number will increase as more Rockville properties are designated historic.

## FINANCE

### ■ High Credit Ratings Earned

Moody's Investors Service and Standard & Poor's, two of the pre-eminent providers of credit ratings, each assigned high ratings to Rockville following reviews of the City's current financial status and a look at its future planning.

The high ratings put the City in an excellent position to sell \$55.85 million in General Obligation Bonds through a competitive bid process. The bonds helped finance construction of three parking garages in Rockville's redeveloped Town Center (\$29.7 million); water and sewer capital improvements (\$10.9 million); and various other projects in the City's Capital Improvement Plan.

### ■ Water/Sewer Rate Structure Changes

The City implemented a new water and sewer rate structure as recommended by an independent consultant after several months of review and analysis. The changes will more equitably spread costs among system users and will result



**A Rockville City Police officer uses special equipment to track wandering persons through Project Lifesaver.**

in improved financial management.

All residents were notified of the change through notices in City water bills, as well as through *Rockville Reports*, The Rockville Channel (cable channel 11), the City Web site and through the news media.

## INFORMATION & TECHNOLOGY

### ■ Better Government In the Making

The City's Department of Information and Technology helped strengthen the inner workings of Rockville's government through implementing technological advancements.

The department opened a new computer training room in FY06, which enabled more than 150 employees to receive training on Microsoft Office applications. The department also expanded the City's GIS information mapping system and oversaw a significant upgrade to the City's financial and utility billing systems. It also installed a computer station kiosk at the City's maintenance facility, where many employees work in the field and do not have individual access to a computer.

## POLICE

### ■ Helping Prepare For the Unexpected

Rockville Police helped prepare citizens for emergencies in FY06. Officers attended civic and homeowners' association meetings to answer questions and discuss National Capitol Region emergency planning efforts, the Montgomery County and Rockville preparedness plans, the new Rockville "Reverse 911" telephone emergency notification system and the regional, county and city emergency text messaging system.

Through the new "Alert Rockville" program implemented in 2006, residents who signed up for the new system began receiving alerts as e-mails and/or text messages to their mobile phones.

A new Mobile Communication Center, outfitted with the latest radio and computer satellite capabilities, also debuted in FY06. The vehicle has been mobilized at major City

events and emergency situations, including major power outages and fires.

### ■ "Project Lifesaver" Rolls Out

Rockville City Police began "Project Lifesaver" in FY06. The program features a tracking tool for those who tend to wander, specifically those with Alzheimer's disease.

Those enrolled in the program receive a personalized wristband that emits a constant tracking signal. When caregivers notify Rockville Police that a person wearing the wristband is missing, officers can respond using a mobile tracking device to pinpoint the person's location.



**A water pump station was constructed to look like a single-family home to better blend with the surrounding community.**

## PUBLIC WORKS

### ■ Water Pump Station Completed

Rockville's Department of Public Works added the City's first water pump station to meet the demands of the significant number of new homes added to the Rockville community over the last several years. The unusual feature of this

pump station is that it looks like a single-family home. Because it is situated in a residential area, City officials decided to better blend the station in with its surroundings, constructing it to resemble a two-story brick colonial house.

### ■ 'Slower Speeds' Pilot: Fast Results

The "Slower Speeds for Safer Schools" pilot program was launched around three Rockville elementary schools in an attempt to slow traffic and protect pedestrians.

The program was started in January around Ritchie Park, Meadow Hall and College Gardens



**RedGate Golf Course drew a crowd for the annual Rockville Open.**

is currently evaluating the program and preparing recommendations for the coming school year.

### ■ New Sidewalk Added

Throughout Rockville, the Division of Traffic and Transportation have identified several areas where there are no connecting sidewalks for appropriate pedestrian access. These areas are typically called "missing links," and to rectify the problem, the Department of Public Works prioritizes the neighborhoods in most need and installs sidewalks to meet the demand.

The most recent sidewalk addition was along Mannakee Street between Beall Avenue and Carr Avenue.

### ■ Countdown Pedestrian Signals At Intersections

Countdown signals allow pedestrians in Rockville to know how much time they have to safely cross the street. In FY06, the City installed countdown signals at three additional intersections: West Montgomery (Maryland Route 28) at Great Falls Road, East Jefferson Street at Rollins Avenue, and Baltimore Road at Rockville High School.

This brings the total number of

intersections with countdown pedestrian signals in the City to seven.

### ■ Woodley Gardens Receives Illuminated Pedestrian Crossing

A pedestrian-activated flashing beacon was completed and functional last fall at the intersection of Nelson Street and Azalea Drive. Pedestrians attempting to cross Nelson Street at Azalea (where there are no stop signs or traffic lights) can activate the flashing yellow light to warn motorists of their crossing.

### ■ Stormwater Improvements

The City completed three significant projects that will improve the flow of stormwater and, therefore, reduce erosion and pollution in City streams.

In March, the City completed a 14-month project in Woottons Mill Park, which restored and stabilized 1.2 miles of the Watts Branch stream. It also completed renovation of two, 25-year-old stormwater management facilities at the City's RedGate Golf Course. In fall 2005, North Horner stream banks were stabilized using bio-engineering methods.

## RECREATION AND PARKS

### ■ Rockville Steps Up To Health And Walks the Walk

Rockville encouraged residents to "Step Up to Health" by participating in a free community-wide walking program called "Walk Rockville."

The program provides information and resources to encourage residents to walk throughout their own neighborhoods or try one of 14 walking paths located throughout the City.

Rockville's campaign also addresses health problems specific to children by partnering with elementary schools to encourage students to walk and bicycle more.

### ■ Recreate and Get 'Rockin' Rewards'

The Department of Recreation and Parks in FY06 launched "Rockin' Rewards," an incentive program for those who participate in the hundreds of recreation programs offered



**Participants in 'Walk Rockville' meet regularly for a stride around the City and their dogs benefit too.**

throughout the City.

The RockEnroll automated registration program enables individuals and families to earn one point for every dollar that is spent on course registration or membership pass sales. Points can be used to earn free programs or memberships to many City classes, programs, seminars and facilities.

### ■ Millennium Trail Completed

In May 2006, the City celebrated the completion of the Rockville Millennium Trail, a 10.6-mile pedestrian and bicycle path that creates a "bicycle beltway" around the City.

### ■ RedGate: Teeing Up New Memberships in 2006

Rockville's RedGate Golf Course, which has often been recognized as one of the Washington Region's top public courses, began offering a limited number of season player savings for 2006 to provide significant savings for golfers.

RedGate also upgraded its frequent player card program by requiring golfers to play only four 18-hole rounds to get a free round.

### ■ King Farm Farmstead Hay Barn Restoration in Order

Known as "The Hay Shelter,"

the structure on the King Farm Farmstead in northern Rockville holds a significant historical value. The structure is more than 100 years old and symbolizes the functionality and importance of the Farmstead Park to Montgomery County's history.

Because of its historical significance, the City approved plans to reconstruct the structure and to develop it into an open-air picnic shelter.

### ■ City Hall Renovations: Completed In Style

After more than a year of significant renovations, Rockville's City Hall opened its doors with a new look. The renovations not only made the building safer for employees, the new layout was designed to improve work space while also making the building more inviting and customer friendly.

The Mayor and Council "rededicated" City Hall during a ceremony televised live on TRC 11 on June 12.

decade—a faster rate than any other age group. As "baby boomers" reach retirement age, the increases in the county's senior population will accelerate even more rapidly. By 2020 the growth is expected to top 75 percent.

Along with planning to meet the needs of an aging population, the task force also wants people to know that the Rockville Senior Center is the place for older adults to "add years to their life, and life to their years."

### ■ Helping Teens Make 'Transitions' In Life

Rockville began a new program in FY06 called "Transitions." Transitions is a free series of classes for students age 15-22 that offer lessons valuable far beyond the classroom.

Twice per month, Transitions seminars focus on concrete life lessons with themes such as "Show Me the Money" and "Life After High School." The 90-minute workshops discuss topics such as how to open a bank account, balance a checkbook, create a budget, save for the future, write a resume and complete a job application.

## COMMUNITY SERVICES

### ■ City Reorganizes Community Services

The City of Rockville reorganized the Department of Neighborhood and Community Services in FY06.

The City created a new Community Services Division in the Department of Recreation and Parks to replace the existing Department of Community Services. This division includes the Linkages to Learning Program, a secretary and four new positions.

The new division's emphasis will be on developing and enhancing its youth programs. It also will continue to provide high quality information and referrals and group



**Volunteers of all ages gathered to help wrap presents at the City's annual Holiday Drive.**

20-90, has been meeting since winter 2005 to study future demographic trends in Rockville and Montgomery County.

Census data in 2000 showed that those age 65 or older in Montgomery County had grown by 26.7 percent during the previous

programming.

Rockville's Department of Recreation and Parks has long offered a wide variety of successful youth programs, in addition to senior social services. The changes will continue to serve Rockville's neediest residents.

# City Communication Highlights

## Town Center Shopping/Dining Guide

Rockville Economic Development, Inc. (REDI), the City's business development organization, published a new Rockville Town Center Dining and Shopping Guide to lead seekers of food, entertainment, retail and services to downtown destinations. The free guide also shows 11 public parking areas in downtown Rockville.

## Election Guided

To keep residents informed with the most up-to-date and accurate information for the 2005 Rockville Mayor and Council Election, the City distributed via *Rockville Reports* a full-color "Voter's Guide" in English and Spanish.

Candidates also were allowed to record statements for broadcast on TRC 11 and their statements were posted on the Rockville Web site.



**Rockville's award-winning cable channel TRC11 is always covering a variety of issues.**

## Live From Rockville: It's TRC 11

Through major technological upgrades to its communications systems, Rockville's cable television station, TRC 11, gained the ability to broadcast live from numerous City facilities, including the F. Scott Fitzgerald Theatre. Previously, live coverage was limited to City Hall.

For the first time, TRC 11 had the ability to broadcast live candidates forums for the 2005 City Election. Three forums were broadcast prior to the election, two of them live.

## Campaign on Co-Existing with Wildlife

The City launched a communications campaign to inform residents of how to co-exist with wildlife.

The campaign, which included information in the City's newsletter, *Rockville Reports*, the City Web site and TRC 11. In addition, a special brochure "Co-Existing with Coyotes" was produced and sent to every City residence to dispel myths and provide clear, concise information on what to do if confronted by a coyote.

## You've Got E-Mail

Those interested in the latest Rockville news and what is coming up on the Mayor and Council and City Boards and Commissions were encouraged to sign-up for the City's Internet listservs. The Rockville News listserv allows residents to immediately receive all City news releases. Another listserv sends meeting agendas for the Mayor and Council and Boards and Commissions.

All news releases and agendas also can be found on the City's Web site: [www.rockvillemd.gov](http://www.rockvillemd.gov).

## HDC Live on TRC 11

Beginning in July 2005, TRC 11 viewers for the first time could find live and replayed television coverage of meetings of the City's Historic District Commission.

The five-member HDC studies and researches properties that may qualify for historic designations and makes recommendations.